

**ABSTRACT OF THE DISCLOSURE**

A shoelace fastener is provided for a shoe that includes a shoelace having a pair of distal lace segments. The shoelace fastener includes a fastener body formed with a pair of through holes. Each of a pair of clamp members has a pivot portion partitioning a respective through hole into a lace entry side and a lace exit side. The distal lace segments are extendable through the lace entry side, over a respective clamp member, and into the lace exit side of a respective through hole in the fastener body. Tension applied by the shoe on the shoelace enables the clamp members to clamp the distal lace segments against the fastener body. Pulling of the fastener body through a pull unit results in loosening of the shoe.